

THE RESULTS AGENCY

ADage
Marketing Group

**OUTCOMES
REPORT**

PRESENTED 2021



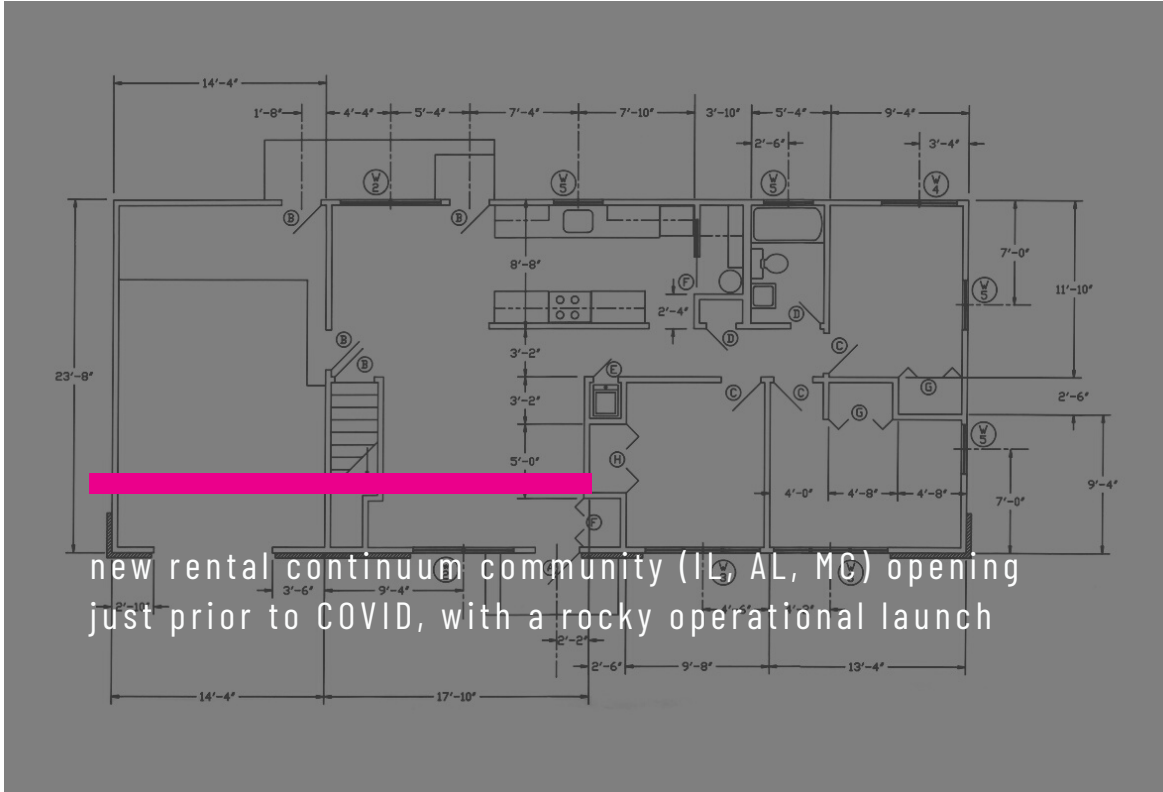
**30,000 FT STRATEGY TO
EXECUTION**

Every organization is unique - that's why partnerships with ADage are always a customized program based on individual market needs, community lifecycle and current objectives.

**HANDS-ON TACTICAL
SUCCESS**

Included in this report are types of strategic support that drove measurable results and uncovered actionable insights that led to further refinement of the overall marketing strategy and brand position - more importantly, we built census and increased market share.

CHALLENGE & APPROACH



CHALLENGE

The property was a newly opened senior living community offering multiple levels of care, still in fill up.

COVID impacted the entire industry, but with no ability to tour a beautiful, new building and newly welcomed residents unable to see their family maintaining positive review status was essential.

With the prospective resident or adult child's buying journey shifting to exclusively online, the volume and caliber of the reviews needed to be significant

APPROACH

Increase Reviews, Increase Leads

Building up reviews increased the chances of prospects engaging with your company online.

More Positive Reviews, More Sales

Consumers prefer a minimum of 10 reviews before feeling confident in making a decision, so increasing reviews improves sales outcomes.

Higher Reviews, Higher Organic Rank

Google ranks businesses with frequent and positive reviews higher in organic search results, making reviews a serious SEO factor.

Decrease Cost with Increased Reviews

Online reviews are FREE. Positive endorsements on your Business Profile serve as free Google advertising for your business on the world's most trusted platform

COMPELLING CREATIVE



WE ARE
Always Here -
HELPING
FAMILIES JUST
LIKE YOURS!



YOURLife™
OF PALM BEACH GARDENS
INDEPENDENT LIVING,
ASSISTED LIVING & MEMORY CARE
Inspired • Engaged • Fulfilled

THE *Power* IS YOURS!

At **YOURLife™**, we are dedicated to enhancing the lives of our residents and supporting their families - each and every day. Sharing your experience has the potential to benefit the lives of each future resident and family who steps through our doors.

We invite you to complete an online review of **YOURLife™** to share your thoughts and experiences, on behalf of your loved one and your family, to help guide other families to the peace of mind we strive to deliver.

We've Made It Easy!

Visit ReviewYourLifePBG.com for detailed instructions on how to share your experiences on both Google and Facebook.

We look forward to thanking you!

If you have any questions,
please call Donna or Jillian at
561-507-1012.

 Assisted Living Facility License #13239

13465 Pasteur Boulevard
Palm Beach Gardens, FL 33418
In the Alton Development



Share Your Experiences at **YOURLife™** of Palm Beach Gardens *Leave Us a Review!*



At **YOURLife™** of Palm Beach Gardens, we strive to enhance the lives of our residents and families every day. We hope that you are pleased with your experiences at our community.

We invite you to share your opinions and experiences about **YOURLife™** of Palm Beach Gardens online. This feedback will help us continue providing the services you know and love, as well as help us improve to benefit the lives of future residents and families who step through our doors.

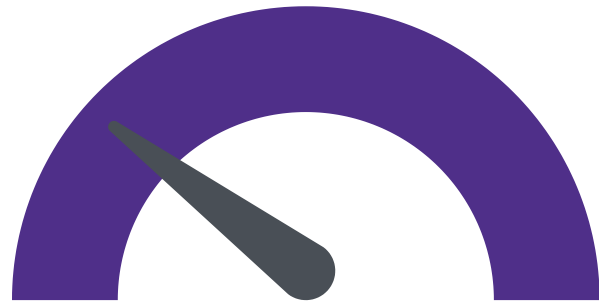
On the back of this sheet are detailed instructions on how to share your experiences on both Google™ and Facebook®. Thank you for sharing your opinion to help us better serve you.



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EFFORTS TURNED OUTCOMES



2019



2020



2021

Increased Reviews 550% in less than 12 months

Orchestrated Organic Review Solicitation

- Scripted Sales Team to Request Reviews in Person, Emphasizing Accessibility
- Provided Branded, Printed Instructions for Families to Follow
- Created Email Signature Solicitation for Company-Wide Use

Developed a Review Instruction Landing Page with Direct Links to Review Platforms

- Ensured GMB Profile Setup, Pulled the Shortcut & Added Link to Website

Leveraged CTA in Multiple Channels

- Launched a Quarterly Review Solicitation to Resident Family Members & Professionals
- Posted Engaging Branded Images Requesting Reviews, Reinforced with Testimonials

Managed Review Response Process

- Daily Review with Ongoing Engagement on Social & Review Platforms
- Crafted Customer-Service Oriented Responses

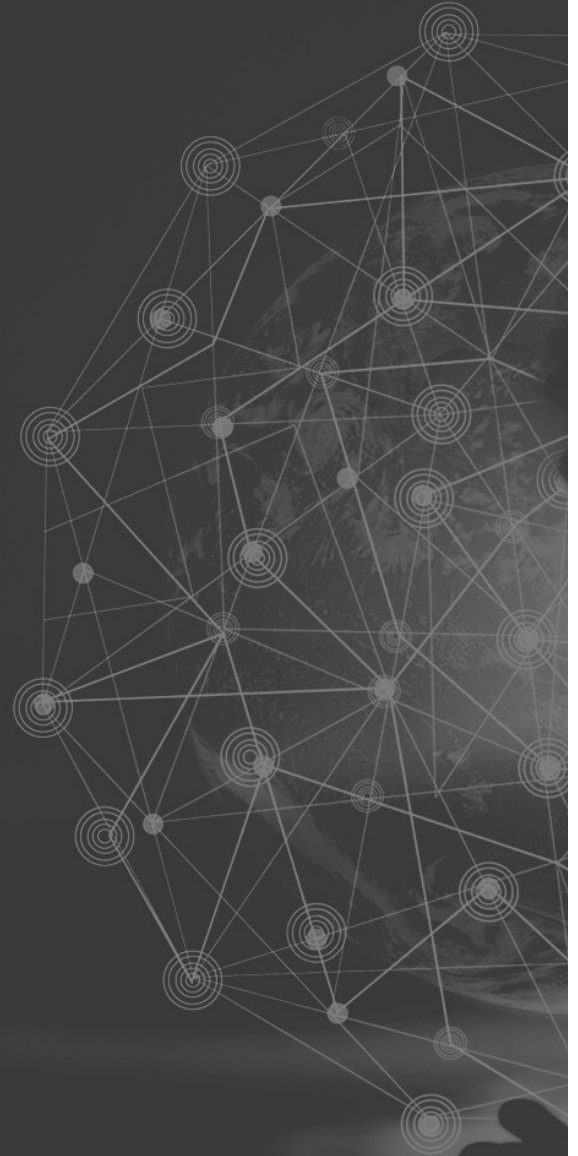
Leadership



DIANA MOORE
Co-Founder
37 years of experience.
Solution focused,
Cost conscious.
Market savvy.



Adriene Mansfield
Co-Founder
18 years of experience.
Data-driven.
Brain-friendly branding.
Analytics obsessed.



THE RESULTS AGENCY

AGENCY OVERVIEW

Agile disruptors. Transparent teammates. Connected, responsive listeners. Tireless solution-finders.

It's not just our years of experience, deep industry knowledge or reputation for innovation that makes ADage Marketing Group an exceptional partner. Our clients tell us that it's because we are the people that they trust to be there when they need us and to deliver the results they need, every single time, on-time and in-budget.

The senior living marketing sphere is full of companies that employ talented people, organizations that offer a team of specialists and departments organized around specific services; ADage does things differently. We peel away layer after layer of corporate cost to the core of what makes a firm great - agile, innovative marketers that can function cross-department, cross-channel and react quickly to meet our partner's challenges head-on and ready to respond.

Our partners choose us because they trust us - to deliver the solution that fits the challenge at a cost that works within their budget.

After years of mergers and acquisitions, the senior living marketing space has been left with a handful of competitors who take ever-increasingly similar approaches, all stacked with cumbersome layers of expensive staffing and only able to react to market changes in long-lead time frames, leaving many opportunities for clients to capture attention - and leads - unfulfilled.

ADage Marketing Group is a woman-owned and led team that brings together over five decades of industry experience to deliver every senior living partner integrated strategies designed to build census, gain market share and ensure a competitive edge.

We deliver unique solutions by leveraging proven approaches with creative insight.

DISRUPTING THE SENIOR LIVING SALES & MARKETING INDUSTRY

ADage
Marketing Group

Questions?

We can't wait to answer them!
ADRIENNE@ADAGEMARKETINGGROUP.COM

ADagemarketinggroup.com